

MACH Communications Strategy and Plan for National Level Policy Stakeholders

1. Introduction

- Up to 2005 MACH has focused many of its communications activities on the communities and local stakeholders in its three working areas with the aim of promoting adoption of sustainable practices and better understanding of wetland and fishery issues locally. At the same time the project has already had some influence at national levels and on policy creating precedents for setting aside jalmohals as sanctuaries, strengthening acceptance and understanding of sanctuaries and excavation for fishery restoration, and influencing promotion of a combination of community management organizations and upazila level co-management committees in which the community organizations and local government are represented and resolve wetland management issues.
- In the remainder of the project period the main communications focus is shifting to informing and influencing policy makers to adopt the best practices and lessons generated by MACH to ensure that potential benefits for the poor and nation as a whole and from productive biologically rich wetlands are reaped on a larger scale and continue indefinitely. This plan, therefore, concentrates on themes where MACH has key messages and findings which it hopes to promote for the benefit of Bangladesh, impacts will depend on wider uptake of these best practices and through policy changes which address the issues. However, there will still be communications activities (not included in this strategy) at the local level that were identified as essential in the exit strategy for maintaining sustainability of project achievements.
- MACH has not been working alone on community management of natural resources, while many of the activities and products that will be produced will be generated from MACH, others will be produced jointly. In the fishery sector allies are the Fourth Fisheries Project (World Bank and formerly UK DFID supported, implemented by Department of Fisheries) and the Community Based Fisheries Management phase 2 Project (UK DFID supported, implemented by WorldFish Center, various NGOs and Department of Fisheries). In the natural resource sector co-management is being introduced by the Nishorgo Project (USAID supported, implemented with Forest Department), which includes in its activities protection of a forest in the catchment of one of MACH's wetlands (Hail Haor, Sreemangal and Lawachara National park).
- It is important to note that most of the communication activities under the strategy have to be implemented by June 2006. The project should involve in producing its technical documents from July through to August and use the forum of the Fish Fortnight in September 2006 to launch and distribute these documents. Therefore, this Communications Strategy does not aim dissemination of the technical reports that will be produced towards the end. However, the champion's list developed under the current strategy can be used as a distribution list for the documents.

2. Objective of the Strategy

Sharing lessons learnt and examples of best practices on improved wetland resource management and habitat conservation gleaned from 3 project sites with the national level policy stakeholders with a view to encouraging uptake and expansion of these approaches through changes in policy, practices and attitudes.

3. Stakeholders of the Strategy

This strategy is for informing and influencing policy at the nation level. However, the national level also consists of two groups- the GoB Ministry and Department officials who have a direct role in influencing policy. Another group is donors, organizations on Natural Resource Management (NRM), policy research organizations and journalists who form the wider network or the environment within which policy changes take place (see table 1).

Table 1 National Level Policy Stakeholders

Ministries and Departments	Donors and Organizations in Wetland Resource Management and Conservation	
DoF, MOFL, MOL, MOEF, DoE, MoA, MoF LGED, Parliamentary Standing Committee, FD, MOWR, BWDB, WARPO, Prime Minister's Office.	USAID	World Bank, DFIDB, ADB, Embassy of Japan, IFAD, LCG groups, other donors, FFP, WorldFish Centre, Concern, IUCN etc. Universities and research Institutes, National Fisheries Association, policy advocacy institutions, media journalists.

4. Principles of the strategy:

- i) *Structured approach to communication:* Communication must be seen as a discipline, an integral part of the project and not an ad on or ad hoc service.
- ii) *Theme based approach to communication:* This strategy will adhere to a theme based approach to communication rather than an activity or stakeholder based approach. The themes here are referred to as policy themes as this is where MACH has accumulated important learning that the project thinks are essential for policy makers to resolve many wetland management issues and affect policy changes.
- iii) *Needs based approach to communication:* The strategy makes use of a finding produced by a communication survey conducted by RLEP (Communications Needs Assessment Survey: Chapter 3, Demand for Information, June 2004) in order to package its information and determine product style for national level stakeholders (see Figure 2). The type of products used are policy briefs, 2 pager case studies and success stories and means of dissemination are mostly through workshop/seminar and short presentations.
- iv) *Responsiveness to Inland Capture Fisheries Strategy (ICF):* MACH has been actively involved in the development of ICF strategy and many of its best practices are already incorporated

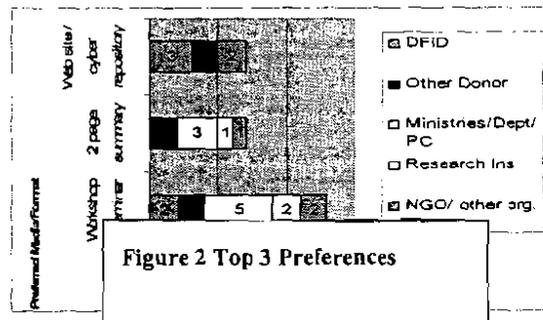


Figure 2 Top 3 Preferences

in the ICF action plan. This strategy will retain close linkages with the core group of the ICF working committee and will design/redesign activities that will help promote and implement the strategy. However, the ICF action plan has focused on some issues that co-relates with the themes in this communication strategy. They are:

- Issues of Access (access in beels, rivers, and floodplains).
 - Technical Management of Fisheries (declining aquatic biodiversity and natural fish recruitment, loss of native fish from water bodies, harmful fishing etc.).
 - Community based co-management (involvement of local community and local level government in natural resource management, amendment of policy to acknowledge this).
 - Seasonal Safety nets (loss of immediate income for fishers during closed seasons).
 - Alternative to fishing (reducing fishing pressure, voice on environmental issues to raise awareness and compliance with policies).
- v) *Encourage lobbying, networking and identify champions.* The strategy will try to link with similar initiatives of other projects like Fourth Fisheries Project, Community Based Fisheries Management-2 and identify 'champions of change' (individuals not organizations) at GoB ministries/departments who will provide updates on the changes of policy process and be committed to bring wetland management issues to the forefront of government policy.
- vi) *Quality and quantity of communication materials.* All types of communication products should be made either on analysis of stakeholder needs or pre-tested for audience followed by follow up on its use or evaluation. Considering the limited time remaining, the strategy will focus on a few good quality products instead of producing a range of activities.
- vii) *Sustainability of information.* The communication products emanating from MACH project should find permanent institutional homes so that the findings remain available and easily accessible for future policy formulation or programme development. Examples can be uploading information in DoF, USAID and Winrock International websites.

5. Monitoring and Evaluation of the Strategy

Any communication strategy that is trying to engage in influencing policy or practice must be monitored and evaluated in the project's regular M&E activities or have its own M&E plan. For this strategy the best way to assess effectiveness would be delivering on time. The Communications Plan includes timeline for delivery and dissemination of each of the communication products.

On the other hand if the project receives an extension the target audience can be involved in an evaluation exercise in order to check what outcome and impact have been achieved in terms of usefulness of the content. There can be a readership survey among the policy stakeholders six months after the delivery of the Communication Plan or selected participants can be invited in a participatory evaluation session to MACH office.

6. <u>Communication Plan</u>					
Policy Themes	Communication Products	Available Resources (Technical Reports)	Responsibility	Means Of Dissemination	Time
Community Based Co-Management	<ol style="list-style-type: none"> 1. Policy brief on Community Based Co-management: a solution to wetland degradation in Bangladesh. 2. Policy Brief: Empowering the local government in community based co-management: MACH approach (LGC/UFC) 3. Workshop Papers developed for Co-management week in Srimongal with Nishorgo. 4. 5 min Documentary on MACH approach, people's perception and policy recommendations for Co-management week. 5. TV talk show. 	<p>MACH approach and its potential as a countrywide program – “Community based co-management: a solution to wetland degradation in Bangladesh”</p> <p>The community co-management experience of the MACH project – “Lessons from piloting community based co-management of large wetlands in Bangladesh” TP2</p>	<p>Policy briefs: Paul and Darrell.</p> <p>2 Workshop papers from roundtable and RMO working session during Co-management week jointly with Nishorgo.</p> <p>3 Documentary: Rahmat</p>	<ol style="list-style-type: none"> 1. The policy briefs will be included in the folder on MACH lessons and approaches. 1 and 2 .Disseminate during Lesson Sharing events on Inland Capture Fisheries Management jointly organized by Lesson Sharing Forum and DoF under Inland Capture Fisheries Strategy. 2. 2 and 3 Shared with key donors and civil society leaders during USAID sponsored co-management week retreat in Sreemangal, and with policy makers, officials and other stakeholders during a Restitution workshop at Dhaka. 3. Screening during Co-management week and also repeat on television during 	<p>Policy briefs by end of April.</p> <p>Co-management week May 2006.</p> <p>Lesson Sharing Series on Inland Capture Fisheries Management (June 2006)</p> <p>Production of the documentary by end of April and screening at Co-management Week</p>

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Policy Themes	Communication Products	Available Resources (Technical Reports)	Responsibility	Means Of Dissemination	Time
				<p>Lessons Sharing Sessions on Inland Capture Fisheries Management.</p> <p>4. Negotiate with a popular TV talk show to hold one episode proposed by Lesson Sharing Forum during that time.</p> <p>N.B: Inform all policy stakeholders through letter and e-mail about the timing of the documentary and TV talk show.</p>	
Biodiversity and Environment.	<ol style="list-style-type: none"> 1. Policy Brief: Restoring wetland environments and biodiversity: MACH lessons. 2. Fact sheet on migratory birds in Hail Haor esp. for USAID. 3. Case Study on Industrial pollution and its threat to the Mokesh beel wetland habitat. 	<p>"Changes in fish biodiversity and impacts of fish reintroductions"</p> <p>A fact sheet on migratory birds already exists by Paul.</p> <p>Industrial pollution and its threat to the Mokesh beel wetland habitat</p>	<ol style="list-style-type: none"> 1. Outsource the brief on biodiversity. Editing: Paul and Esha. 2. Case Study on Pollution: external consultant or journalist. 3. Rahmat responsible for 	<ol style="list-style-type: none"> 1. Policy brief will be included in MACH folder. Disseminate during ICFM workshops. 2. Disseminate fact sheet on migratory birds to USAID and other donor representatives at America Week. 3. Shared case study on pollution with policy 	

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Policy Themes	Communication Products	Available Resources (Technical Reports)	Responsibility	Means Of Dissemination	Time
	4. A video documentary on pollution.		video.	makers on Environment Day. 4. Screened on Environment Day followed by a presentation by TB site RMOs.	
Livelihoods Impact	1. Policy Brief on Livelihoods Improvements. 2. Case Study or Perception of benefits by a community member.	Trends in fish consumption and nutrition in community <i>restored wetlands</i> Economic impact of wetland restoration and management AIGA paper (if completed)	1. Outsource the brief. Editing: Paul and Esha. 2. Case study by a journalist.	1. Policy brief will be included in MACH folder. Disseminate during ICFM events. 2. Shared with key stakeholders during USAID co-management week 3. Case Study also included in the folder.	Production of the policy brief by end of April. Dissemination: June/July 2006.
Fishing Rights/Access	Policy Brief on Fishing rights/access: sustainability and poverty.	ICF strategy	1. It can be a joint initiative supported by Lesson Sharing Forum.	1. A national level dissemination workshop and regional workshops organized by BELA.	Paper ready by May. Dissemination: June 2006.
Scaling Up	Policy brief on "The operational Challenges in	MACH approach and its potential as a	A common initiative by Lesson Sharing	Dissemination workshop during the Lesson Sharing	Paper ready by May.

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Policy Themes	Communication Products	Available Resources (Technical Reports)	Responsibility	Means (Of Dissemination	Time
	Scaling up and the best role for GoB in Scale up of community based co-management of wetlands for implementing ICF”	countrywide program – “Community based co-management: a solution to wetland degradation in Bangladesh” ICF strategy	Forum. An external writing consultant should be hired to collate information through a workshop from experts from different projects and ICF action Plan working committee members.	Sessions on Inland Capture Fisheries Management.	Dissemination: June 2006.
AIGA and Seasonal Safety Nets	1. Policy Brief Livelihood diversification for fishers and reduction in fishing effort through alternative income generation schemes. 2. Success Stories.	Increase in supplemental income to the poor through alternative income generation schemes under MACH, suggested alternative: “Livelihood diversification for fishers and reduction in fishing effort through alternative income generation schemes”	1. Paper production: ? 2. Success stories done	Will be included in MACH folder. Dissemination during the Lesson Sharing Sessions on Inland Capture Fisheries Management.	Paper ready by May. Dissemination: June 2006.
Participation of women	1. Fact sheet for Newspapers or newsletter and esp. for USAID.	1 Success Story exists.	2. Success Story exists.	Disseminate to USAID and other donor representatives at America Week.	March 2006
Participation of youth	1. Fact sheet for		Hire an external	Disseminate to USAID and	March 2006

6. Communication Plan					
Policy Themes	Communication Products	Available Resources (Technical Reports)	Responsibility	Means Of Dissemination	Time
	Newspapers or newsletter (esp. for USAID)		consultant or a journalist to collect information and put together a lesson brief.	other donor representatives at America Week.	
Cost Effectiveness	Policy Brief: Cost effective replicability of Community based co-management of wetlands.		Production of the brief by Paul.	Will be included in MACH folder. Share in Steering committee meeting and informal meeting with DG and Joint Secretary.	Paper ready by end of May.
Policy Advocacy	Lesson document: Planning and policy approaches for establishing wetland protected areas- MACH experience (esp. for USAID, other donors and policy advocacy institutions)	An analysis of the legal issues and government policies in wetland resource conservation	Production of the 2 or 4 pager lesson document by an external consultant.	To be included in MACH Folder. Disseminate through a sharing session at Fish Fortnight.	September 2006.
Technology Transfer	<ol style="list-style-type: none"> 1. Policy brief on the benefits of contour cultivation of pineapple. 2. Negotiate with Mati-O-Manush to shoot one episode on contour cultivation. 	<p>Contour vs. traditional vertical pineapple plantation in hills around Srimangal, current title "Pineapple Contour Cultivation: A Case Study", suggestion: "Benefits of contour cultivation of pineapple: a case study" TN1</p> <ol style="list-style-type: none"> 1. Policy brief by Ali Akbar Bhuiyan. Edit: Esha and Darrell. 2. Negotiations with Mati-o-Manush: Communications Specialist. 		<ol style="list-style-type: none"> 1. Disseminate the brief among policy stakeholders. <p>Inform policy stakeholders beforehand about the timing of the show.</p>	<p>Brief by early March.</p> <p>Mati-O-Manush: April.</p>

6. <u>Communication Plan</u>					
Policy Themes	Communication Products	Available Resources (Technical Reports)	Responsibility	Means Of Dissemination	Time
Generic	<ol style="list-style-type: none"> 1. There will be Bangla versions for all policy briefs and lesson documents. 2. The Communications Specialist will have special project news and articles published in major news papers and news features put on air as and when needed. 3. Many of these thematic lessons documented in the policy briefs and lesson documents can be used for USAID e-newsletter. 				

MACH ISF							
CARITAS - Apr - June, 2007							
June, 2007							
Description	Rate/M	Days	PM	Amount Admissible	Amount Invoiced	Amount in Questioned	Remarks
A Central Cell:							
1 Zakir Hussain, PO	8,000		0.00	0	8,000	-8,000	1/
2 Joachim Gomes, Sr. Acctt.	22,680	18	0.90	20,412	20,412	0	
3 Bablu Martin Costa, Peon	6,575		0.00	0		0	
Sub-total			0.90	20,412	28,412	-8,000	
B Dhaka R/O (Srimongal)							
1 Adir Ch. Saha, IBO	13,464		0.00	0		0	
2 Kamrul A. Chowdhury, FC	13,441	25	1.00	13,441	13,441	0	
3 Gregory Halder, Jr. Accountant	11,494	25	1.00	11,494	11,494	0	
4 Rinku Gomes, Jr. Acctt. (R.O)	6,800		0.00	0		0	
5 Prokash Ch. Sarker, FO	9,918	25	1.00	9,918	9,918	0	
6 Bachon Konda, Cook	5,781		0.00	0		0	
7 Proloy Placied Palma, Cook/Bearer	4,264	25	1.00	4,264	4,264	0	
8 Rony A Rozarain, Int. Auditor	8,000	25	1.00	8,000	8,000	0	
9 Remis Indoar, Cook/Bearer	5,716	25	1.00	5,716	5,716	0	
Sub total			6.00	52,833	52,833	0	
C Dhaka R/O (Kaliakoir)							
1 Muklisur Rahman, FC	13,934	25	1.00	13,934	13,934	0	
2 Adir Ch. Saha, IBO	13,464	25	1.00	13,464	13,464	0	
Shajahan, IBO			0.00	0		0	
A. B. Siddique, AFO	10,982		0.00	0		0	
Mukul Ch. Saha, AFO	7,396		0.00	0		0	
3 Albert S. Rozario, Int. Auditor	8,000	25	1.00	8,000	8,000	0	
Akther Hussain, Cook	5,866		0.00	0		0	
Ariful Islam, Peon	5,781		0.00	0		0	
Subtotal			3.00	35,398	35,398	0	
D MACH-Sherpur							
1 Uzzal Kr. Datta, AEO	9,130		0.00	0		0	
2 Swopan Das, FC	15,904	25	1.00	15,904	15,904	0	
3 Ratan Kr. Kamkar, FO	12,282	25	1.00	12,282	12,282	0	2/
4 Burhan Uddin, FO	9,130	12	0.48	4,382	4,382	0	
5 Balaram Saha, Jr. Accountant	7,948		0.00	0		0	
6 Lawrnce Mankin, AFO	6,569	25	1.00	6,569	6,569	0	2/
7 Ohimas Iman Sangma, Peon	6,431	7	0.28	1,801	1,801	0	
8 Shanti Begum, Cook/Bearer	5,781		0.00	0		0	
9 Asim Mankin, Cook	5,131		0.00	0		0	
Sub-total			3.76	40,938	40,938	0	
Total Salary with out Fringe			12.76	149,581	157,581	0	
2. Fringe				37,395	39,395		
Total Salary				186,976	196,976	-10,000	
Total Salary with indirect				200,065		-10,700	
3. TA/DA				8,569	8,569	0	1/
Total TA&DA with indirect				9,169		0	
4. Project Activities						0	
a. Credit Program						0	
Credit Program with Indirect				0			
b. Community Development Activities							
1. Training						0	
2. Activity Demonstration				433,368	433,368	0	
3. Annual Workshop						0	
4. Consultancy						0	
5. Cross Visit						0	
6. Training cum rent & maint.						0	
Sub-total				433,368	433,368	-	

Community Development with Indirect		463,704			
6. Other Directs costs		14,104	14,104	0	
Total ODC with indirect		15,091			
Total Sustainable activities with indirect		487,964			
Total		688,028	653,017	-10,000	
Indirect			45,711	-700	
				0	
Total Amount admitted / adjustable		688,028	698,727	-10,700	
Checked by _____					
Admin. & Finance Officer					
Reviewed by _____				Approved by: _____	
Manager, A&F				Chief of Party	
1/Prior approval is required from COP to confirm the amount.					
2/Non agreement with contract					